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USPTO FACSIMILE COVER SHEET

To: Commissioner for Patents
Fax Number: (571) 273-8300
Date: February 16, 2005
Pages: 14 pages (including this cover sheet)

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FEB 16 2006

MESSAGE:

RESPONSE UNDER 37 CFR 1.116
-- EXPEDITED PROCEDURE --
EXAMINING GROUP 2685

**METHOD AND APPARATUS FOR TIME-AWARE
AND LOCATION-AWARE MARKETING**

Application No. 09/805,310

Examiner B. Jackson

Art Unit 2685

Amendment Transmittal
Amendment After Final

696.004

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ERENCE & ASSOCIATES
Amendment Transmittal

Atty. Docket No. 696.004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.
Serial No. : 09/805,310 Examiner : B. Jackson
Filed : March 13, 2001 Group Art Unit : 2685
For : METHOD AND APPARATUS FOR TIME-AWARE AND
LOCATION-AWARE MARKETING

HON. COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

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Sir:

FEB 16 2006

Transmitted herewith is an Amendment in the above-identified application.

1. Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.

OR

2. In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.

3. Small Entity status of this application has been previously established.

4. A verified statement to establish Small Entity status is enclosed.

CERTIFICATE OF FACSIMILE TRANSMITTAL

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being facsimile transmitted on (571) 273-8300 on February 16, 2006 to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Stanley D. Reference ID

(Type or print name of person transmitting paper or fee)

(Signature of person transmitting paper or fee)

Page 1 of 2

ERENCE & ASSOCIATES
Amendment Transmittal

Atty. Docket No. 696.004

5. Also enclosed: _____

6. No additional filing fee is required.

7. The filing fee has been calculated as shown below:

	Claims Remaining After Amendment (Col. 1)	Highest No. Prev. paid for (Col. 2)	Present Extra (Col. 3)	SMALL ENTITY			OTHER THAN A SMALL ENTITY			
	13	** 20	= * 0	x	\$25	= 0	O	x	\$50	=
Total Claims	4	*** 4	= * 0	x	\$100	= 100	O	x	\$200	=
Ind. Claims							R			
<input type="checkbox"/> Multiple Dependent Claim Presented					\$180	=	O	+	\$360	=
							R			
							<u>TOTAL</u>	<u>= \$100</u>	<u>00</u>	<u>TOTAL</u> = \$ _____
							R			

* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

** If the "Highest No. Prev. paid for" in this space is less than 20, write "20" in this space

*** If the "Highest No. Prev. paid for" in this space is less than 3, write "3" in this space.

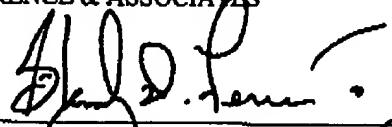
8. Applicant encloses herewith a check for \$____ to cover the filing fee.

9. Attached is a completed Credit Card Payment Form. The Commissioner is hereby authorized to charge the \$____ filing fee to the credit card identified in the Credit Card Payment Form submitted herewith.

10. The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card identified in the Credit Card Payment Form submitted herewith.

Respectfully submitted,

ERENCE & ASSOCIATES

By 

Stanley D. Ference III

Reg. No. 33,879

Dated: 16 February 2006

Mailing Address:

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RESPONSE UNDER 37 CFR 1.116
-- EXPEDITED PROCEDURE --
EXAMINING GROUP 2685

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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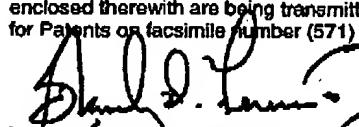
February 16, 2006

AMENDMENT AFTER FINAL

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FEB 16 2006

I hereby certify that this correspondence and any documents referred to as
enclosed therewith are being transmitted by facsimile to the Commissioner
for Patents on facsimile number (571) 273-8300 on February 16, 2006.



Stanley D. Ference III
Reg. No. 33,879

February 16, 2006

Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated November 16, 2005, please amend the
above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on
Page 2 of this paper.

Remarks begin on Page 6 of this paper.